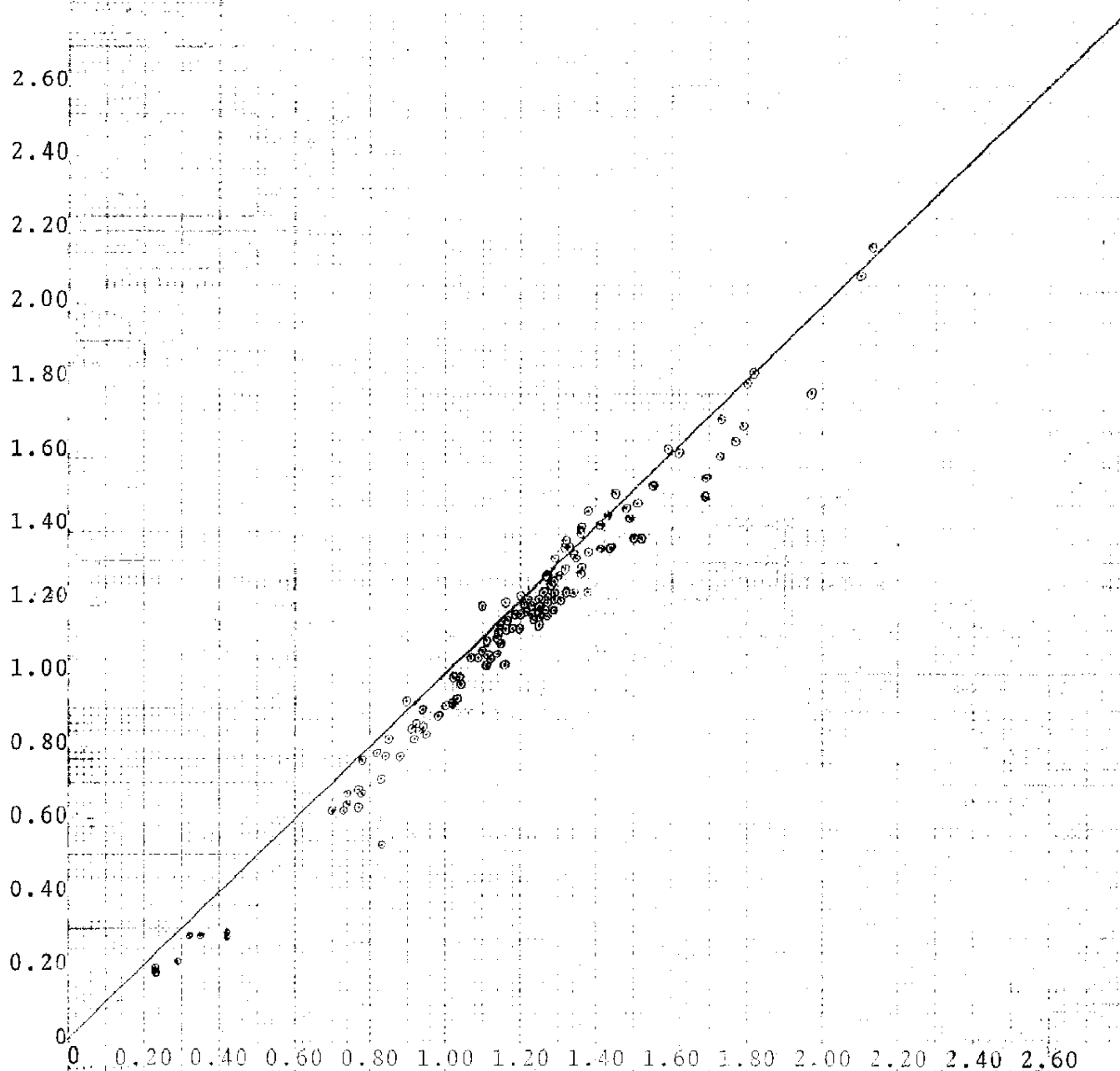


GRAPH #4

FTC MARKET SAMPLE #16 VS. P. M. DATA (AUGUST, 1974)

NICOTINE

FTC MARKET SAMPLE #16
NICOTINE, MG/CIGT.



PHILIP MORRIS DATA (AUGUST, 1974)

NICOTINE, MG/CIGT.

The 45° line represents zero difference
in the nicotine between laboratories.

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